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5/6/14*

Borough of Merchantville Historic Preservation Commission Meeting Minutes

Meeting Date: April 1, 2014

Meeting Time: 7:30 PM

Meeting Location: Borough Hall

Members: Lynn North, Rita Lammey, Marie Hanna, Maureen McLoone, Shawn Waldron (Alternate), Wally Hussong (Alternate).

Counselor: Mark Asselta

Zoning Officer: Bill Watson

Borough Council Representative: Patti Fields (absent)

Opening: Chair Lynn North called the meeting to order at 7:30 PM and publicly read the Notice of the Meeting.

Pledge of Allegiance: The Commission joined in the Pledge of Allegiance.

Roll Call: Roll call was taken. Those absent are noted above.

Meeting Minutes: Motion to approve the minutes, from February 4, 2014, was made by Marie Hanna, Wally Hussong seconded, passed unanimously.

Confirmation of Applications before the Commission:

There are two applications before the Board.

New Business:

Application: 0414-1

Applicant Name: Laura Ladik

Property Location: 21 N. Centre Street

Name of Property or Business: Community Sports

Proposed work: Signage

The applicant was represented by Andy Bordi, from Bordi Designs. Sign presentation has a clean look. The large size of the vinyl store phone number (1.2 sq.ft.) in the extreme lower right hand corner of the right window, is eye catching and advantageous for Centre St. traffic. There is no existing sign on the building for this tenant. Fabricated, two sided, 1/2" thick MDO hanging sign with full color premium grade vinyl graphics will be installed either from the reinforced existing metal bracket, jetting out from farthest part of building, or over door. The style and colors of the sign will match and compliment its surroundings. Vinyl store address sign (1.1 sq.ft.) will be displayed on lower section of the door. All footage clearance requirements have been satisfied.

Public Comment: No public in attendance.

Motion: Rita Lammey moved to approve the application as presented. Marie Hanna seconded, passed unanimously.

Application: 0414-2

Applicant Name: James Vassey

Property Location: 701 W. Maple Avenue

Name of Property or Business: Mostro Auto Repair

Proposed work: Signage

The applicant was represented by Andy Bordi, from Bordi Designs. There is no existing sign on the building for this tenant. New ½" thick, fabricated, full color, graphic printed, PVC wall sign ((12'x24")) will be installed, replacing the Nguyen Total Auto Care sign. Sign colors will match existing signage on building. Multiple tenants' sign allocations were discussed. Due to the size of the sign, it was recommended to devote optimal space to the lettering. It was agreed to permit approval without the monster head graphic.

Public Comment: No public in attendance.

Motion: Marie Hanna moved to approve the application with recommended graphic elimination. Rita Lammey seconded, passed unanimously

Board Discussion:

Sign Guidelines – Users Guide –

Shawn led the discussion. He presented his progress on our sign guidelines. It was a job well done. He patterned it after the Village of Roslyn. The finished product will have more samples and plates (missing in this draft). It is recommended that the formula on how we figure out signage size allowances be displayed in the booklet. We should focus on signage examples that we like in the Borough. Still to be included are A-frame signs and banners, covering their review, inclusion suggestions and placement requirements. The user guide should be put on the website as a link.

HPC Mission Statement -

The HPC declaration is coming together nicely. This statement should be placed at the beginning of the Sign Guidelines, in the Purpose section. The elements of the definition of historical, our vision and our part in that vision have been incorporated into the mission piece. A few language additions were employed to clarify intent. The corrected statement will be emailed to Shawn.

Zoning Office/ Pending Applications:

The Tea Kettle - has closed.

Merchantville Food Market - next to JDz Pizza and Grille, has changed hands. Using exact same sign and it can't be back lit.

Gem & Java - took interior lit sign down.

Motion to Adjourn: 8:25 PM by Rita Lammey, Maureen McLoone seconded, passed unanimously.

Respectfully submitted,
Maureen A. McLoone, Secy.